

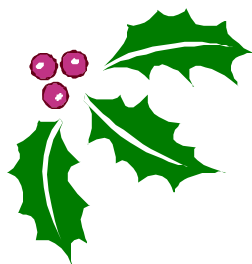
INFORMATION EXCHANGE

December 2002

Resources for Workforce Development Programs

Contents

<i>Workforce Development Update</i>	2
<i>The 79% Left Behind</i>	3
<i>NBEC Awarded Grant to Serve Youth with Disabilities</i>	3
<i>Kern High School District REAP Program Receives Award</i>	4
<i>South Bay One-Stops Receive Award of Excellence</i>	4
<i>Orange County Resource Mapping of Youth Services</i>	5
<i>Ohlone College One-Stop</i>	5
<i>Worthy Web Sites</i>	5
<i>Check It Out!</i>	6
<i>December Calendar</i>	7

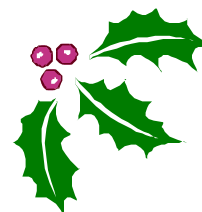


*From the staff of the
Employment Training Network*

*Wishing you a happy,
peaceful
holiday season!*

*Thank you for the pleasure of
serving you this year!*

*Diane Coad
Janine Cota*



Workforce Development Update

The Employment Development Department (EDD) Workforce Investment Division Capacity Building Unit (CBU) offers staff development training at no cost to Workforce Investment Act (WIA)-funded employment and training partners.

A sample of classes currently being offered is highlighted below:

That's Not My Job! (Customer Service) - This one-day workshop is designed to improve customer service and provide practical tools to resolve a range of customer-based issues such as: Who defines customer service?; The customer's perception of you; Customer service vs. satisfaction; Where does your responsibility begin?; Attaining customer satisfaction goals; Your role in customer service; Internal/external customers; and Diffusing anger. Contact Joy Allender at (916) 654-8782 or e-mail jallende@edd.ca.gov

Retention = Success! - Designed for One-Stop staff that want to increase client job retention. Participants will learn new skills and methods that can be incorporated into their daily routine to promote and increase job retention. Discover the joy of keeping your clients employed and increasing your performance outcomes. Contact Sharon McFarland at (916) 654-9213.

The Silver Tool Box - This workshop is a three-hour technical training module for intake/assessment personnel working with those 40 years of age and over in the One-Stop environment under WIA. It is available to state and local agencies, community-based organizations and private sector human resource departments. This interactive workshop provides awareness, assessment and resource tools to all attendees. Contact Susan Moore at (916) 654-7249 or e-mail smoore@edd.ca.gov.

Developing Youth Advisory Groups in Your Community - This course is designed for WIA Youth Council members, Workforce Investment Area staff, youth service providers and other practitioners who wish to empower youth to take responsibility for making a difference in themselves and their communities. The goal of this course is to provide attendees with the tools needed to develop an effective youth advisory group. The course addresses:

Developing asset-based youth advisory groups; Effective recruitment and retention strategies; Creative advisory group meeting strategies and best practices. Contact Terri Austin at (916) 653-4471 or email taustin@edd.ca.gov.

You Talkin' to Me? - This communication skills workshop is appropriate for anyone working at a One-Stop Career Center who has direct customer contact. Giving clear instructions, maximizing comprehension, using active listening, and giving feedback will be learned and improved through a series of demonstrations, exercises and games during the day. Contact Jillynn Molina at (916) 653-6530.

For a complete listing of CBU classes visit: www.edd.ca.gov/wiacat.htm. If you would like to attend a CBU class, please call the host contact person listed on the Training Calendar located at: www.edd.ca.gov/wiacal.htm.

Mark Your Calendars!

2002 CalWORKs Partnerships Conference

San Diego-December 2-4, 2002

www.dss.cahwnet.gov/calworksconf/default.htm

California Workforce Investment Board Meeting

Sacramento-December 12, 2002

www.calwia.org

California Workforce Association (CWA) Youth Conference

Palm Springs-February 11-13, 2003

www.calworkforce.org

(916) 325-1610

Larry Robbin, Robbin & Associates - *How to Motivate People Toward Employment*

Santa Rosa-February 24, 2003

Sponsored by Goodwill Industries
(707) 523-0550 x253

Local Programs

The 79% Left Behind

The California Department of Education reports that out of every 100 students who enter public high schools in this state, 30 will drop out before graduation. Of the 70 who are left, only 21 will go on to college. Of those who attend community colleges, half will drop out in the second semester. Yet, most education and counseling resources are geared to encourage young people to enter and complete college, even though few ever will. What happens to the 79% left behind?

An innovative new grant, approved by Governor Davis' 15% Discretionary Fund, seeks to answer that question. Sponsored by the State Building and Construction Trades Council of California, the new \$581,000 "Building California Construction Careers" (BC3) grant was launched August 1, 2002 to develop a statewide marketing and public awareness campaign for young people, their parents and the public. The campaign will include an interactive web site, videos, CDs, public service announcements and marketing materials, and training.

BC3 will make young people aware of the fact that there are comparable alternatives to getting a four-year degree after high school. These alternatives are in the state's outstanding apprenticeship programs in the building and construction trades and other occupations. The continuing California construction boom will need 30,000 new skilled workers every year for the next decade.

Students in state-approved apprenticeship programs earn about \$12-15 per hour as they begin their program of classroom work and on the job training. This compares favorably to the usual minimum wage job available to young people new to the workforce. When they finish their program, in generally 3-5 years, students become journeymen, averaging \$28 per hour in the state with many trades paying in excess of \$75 per hour with overtime. Many programs also integrate a two-year degree into their curriculum.

The first video, "Women CAN Build California" was shown at the California Apprenticeship Commission meeting in October, 2002 and new brochures and posters distributed. The brochures and posters are in English and Spanish. The first set of marketing materials is being mailed to Building Trades Councils, Construction and Building Trades unions, High School Districts, One-Stops, County Departments of Education, ROPs, WIBs, the media, apprenticeship programs and other interested groups.

Unlike an entry-level job, or even college, entry into an approved apprenticeship program provides new workers with an existing support network of mentors, fellow students

and workers, life-long colleagues and organizations committed to developing a sense of family. For new workers, this may be the best benefit of all.

For more information, please contact Mike Dugan at (916) 443-3302. *(The video "Women CAN Build California" is available for loan from the ETN library, see Page 6)*

NBEC Awarded Grant to Serve Youth with Disabilities

The North Bay Employment Connection (NBEC), representing the four North Bay Area counties of Marin, Napa, Solano and Sonoma, was recently awarded \$500,000 by the Department of Labor to develop a model demonstration program that would enhance the capacity of various youth programs to serve youth with disabilities.

NBEC's "Project DEVELOP" will serve 80 youth with a full array of education and job training services. And in the process, NBEC will produce a significant list of products which may be replicated by other youth-focused employment and training service providers. These products include: An adult mentoring model; a guide to implementing a youth consumer panel; and a training syllabus for One-Stop staff and the Workforce Investment Board Youth Councils that includes five basic courses for workforce development professionals providing services to persons with disabilities.

A key aspect of DEVELOP will be the Youth with Disabilities Leadership Program. In partnership with John Kemp, of HalfthePlanet Foundation, (www.halftheplanet.org), NBEC will recruit up to 5-8 youth from the North Bay area for retreats, training and projects involving leadership, advocacy, program development and system evaluation skills. A leadership conference will be held in January 2003.

NBEC will also will become a "learning laboratory" for organizations to visit and observe best practices and strategies supported by this grant.

NBEC has obtained over \$14 million in government grants since 1998. Its proven success is due in part to its unique management plan which includes collaboration with 50+ agencies and organizations, a central staff, and workgroups comprised of line staff and management from the member organizations. This partnership is enhanced by a group of experts in the field of disability and a youth consumer panel made up of youth with disabilities.

For more information on this project, please contact Bruce Wilson, NBEC Program Manager at (707) 259-8679.

Awards

Kern High School District REAP Program Receives Prestigious Award

On September 12, 2002 the Kern High School District (KHSD) Re-Entry Education Attainment Program (REAP) received a 2002 PEPNet Award from the U.S. Department of Labor and the National Youth Employment Coalition.

The REAP program, a partnership of the Career Resource Department and the Workforce Investment Board, provides educational and other skills to those who have dropped out of school. The program annually serves up to 280 students ranging in age from 14 to 21, with the majority being about 17 years of age. Student activities include project-based learning, GED preparation, soft skills, customer service and community service training.

One of REAP's successful participants, Eddie Padilla, a former high school dropout and homeless teen, flew to Washington D.C. for a ceremony honoring this program which helped turn his life around. Padilla dropped out of school in the ninth grade and lived on the streets for several years. After hearing a radio commercial about the REAP program Padilla returned to school. Since then he has participated in a number of REAP activities including project-based learning and a residential work experience program. Padilla shared his experiences with educators and training professionals, Congressional representatives and Department of Labor Officials, accompanied by Karine Kanikkeberg,

Resource Teacher with the KHSD's Career Resource Department.

The PEPNet Awards were presented to 18 youth employment and development programs from around the nation. PEPNet - the Promising and Effective Practices Network - annually recognizes programs that model effective practices and resources nationally and internationally. Only 68 programs have earned the prestigious PEPNet designation since the awards program was instituted seven years ago.

The local REAP program earned the prestigious designation after a review by youth professionals. The award documentation notes that the REAP program demonstrated effectiveness in every category of criteria including management, youth development, workforce development and focus on outcome data. The REAP program "has demonstrated an ongoing commitment to continuous improvement, documentation of activities that achieve superior results and thorough understanding of the services and supports youth need to develop and succeed," a PEPNet official commented.

For more information about the REAP program, contact Dr. Marv Davisson at the KHSD's Career Resource Department at (661) 322-7492.

South Bay One-Stop Business and Career Centers Receive an "Award of Excellence"

Recently the South Bay Workforce Investment Board (SBWIB) was acknowledged by the National Association of Counties (NACo) as having developed an outstanding "Quality Certification System" for its One-Stop Business and Career Centers.

Funded by the South Bay Workforce Investment Board (SBWIB), the South Bay One-Stop Business and Career Centers played an instrumental role in developing the SBWIB's "Certification System," while working with their many One-Stop partners and the numerous cities in which the "One Stops" are located. Jan Vogel, Executive Director of SBWIB stated, "Each of our One Stop Centers continually works hard to provide the highest quality of service available in the employment and training industry. I am proud that our system was acknowledged as one of the finest in the United States."

Of particular importance is that SBWIB's Quality Certification System is easily adaptable to meet the needs of a variety of local workforce investment areas.

The NACo award of excellence was presented to SBWIB at a special ceremony held in San Francisco on November, 16th 2002. The award was one of seven in the U.S. and one of only two given to workforce development agencies west of the State of Michigan. "This was an outstanding honor which the South Bay Workforce Investment Board and its Business and Career Centers are truly proud of," stated Wayne Spencer, Chairman of the SBWIB Board of Directors.

The South Bay One-Stop Business and Career Centers serve the cities of Hawthorne, Inglewood, Redondo Beach, Manhattan Beach, Hermosa Beach, Lawndale, Gardena and the area of Westchester in the City of Los Angeles.

For more information on the SBWIB One-Stop Quality Certification System, contact Jan Vogel, Executive Director or Robert T. Mejia, Coordinator of Planning and Workforce Excellence at (310) 970-7700.

Youth Services Survey

Orange County Resource Mapping of Youth Services

The Orange County Resource Mapping project was initiated in August 2001 by the Orange County Department of Education as a component of Vision 2020, their school-to-career effort. In response to WIA funding, the three Orange County Youth Councils then partnered with Vision 2020 to develop a process and desired outcomes of the resource mapping.

The mapping process was conducted by Lois Ann Porter and Steve Trippe of *New Ways to Work* on behalf of the partners, via a contract with the Orange County Department of Education. Two overall directives guided the process of mapping: (1) map organizations as service providers and youth as service users, and (2) determine what services are offered, to whom, and what capacity the organization has to serve youth. Desired outcomes include creation of a comprehensive youth service inventory; reduction of duplication of services; identification of gaps in services; and development of a system that facilitates services to all youth.

The Orange County Mapping Survey instrument was created and distributed by mail to over 700 organizations and youth-serving agencies, and a second survey was distributed to 3,000 youth ages 14-21 in the County. Responding organizations reported the major issues facing the County's youth service delivery system are funding; service coordination; creating awareness; and gaps in service. Both the organizations and youth surveyed identified drug, alcohol, and substance abuse as their number one concern. The most important services youth would like to receive to help them prepare for the future are training, internships and employment preparation classes.

By utilizing newly developed Youth Action Committees, located within the six local Orange County One-Stop Centers, the Resource Mapping partners can refine and continue assessing Orange County's Youth Development system. A Spring 2003 "Voice of Youth Summit" is being organized and future plans include collecting information from non-responding organizations; addressing identified gaps in service; designing and implementing a broad public awareness campaign; and convening County leadership and youth service organizations.

For more information on the Orange County Resource Mapping project, contact Kay Turley-Kirchner, Administrator, Orange County Department of Education, Central County ROP at (714) 541-5537.

One-Stop Career Centers

Ohlone College One-Stop

In a unique partnership Ohlone College is certified by EASTBAY Works to operate three One-Stop Career Centers in Alameda County. EASTBAY Works is a collaborative of more than one hundred organizations that ensures employment, training and other workforce-related services in Alameda and Contra Costa Counties are provided in an efficient and smooth manner.

Jeff Baker, an employee of Ohlone College and Director of the Centers in Fremont, Pleasanton, and Newark, began to collaborate with EDD and the Private Industry Council in 1995. The workforce relationship continued in 2001 with contracts with EASTBAY Works to operate the three One-Stop Career Centers.

Ohlone College's mission is to "serve the community by providing learning, cultural development and career education", and it has used this guidance in developing Resource Centers for universal customers in all three Centers. Operating One-Stop Career Centers in a college setting has further improved access for students, faculty, and staff to the typical core services found at resource centers such as job listings, labor market information, phone, fax and Internet usage, and up to date information on community resources. A bonus at these One-Stop Centers is staff who have full time access to information on colleges and universities in addition to vocational training.

Adopting the long-term strategy to think "system" as opposed to what would have been solely advantageous to the college, Ohlone College is poised to continue operating the Centers in a rapidly growing area with a dynamic economy.

For more information you may e-mail Jeff Baker at jbaker@ohlone.cc.ca.us. Information about Ohlone College can be found at www.ohlone.cc.ca.us.

Worthy Web Sites

Net Assets, a free weekly e-mail newsletter published by HR Management Services, is a source of Internet news for Workforce Development and Human Services Professionals. Recent issues have covered recruiting to fill One-Stop workshops, resume pet peeves, which industries are expanding and overlooked sources of job listings. To subscribe, send an e-mail with "Subscribe to Net Assets" in the subject line to s.jones@hrms.net.

Check It Out!

The resource materials listed below are available for loan from the ETN library. Please call (916) 654-8386 with your requests.

LIFE SKILLS

Negaholics: How to Overcome Negativity and Turn Your Life Around, Ballantine Books (**J2210**)

COMMUNICATION SKILLS

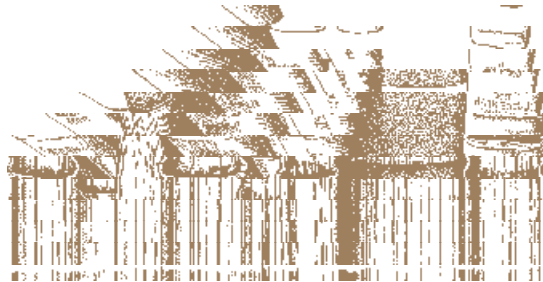
Speaking with Confidence, Clarity and Charisma, How to Express Yourself Clearly and Effectively in Meetings, On the Phone and In Face-to-Face Conversations, Briefings Publishing Group (Video & Viewer's Idea Guide) (**J2214-AV**)

JOB RETENTION

Job Survival, How to Adjust and Keep Your Job, JIST Publishing, Inc. (Workbook & Instructor's Guide) (**J2218**)

Work Skills and Habits for Job Success, Jaguar Educational (Video) (**J2220-AV**)

The Basics: Skills You Need to Keep Your Job, LINX Educational Publishing, Inc. (**J2221**)



Keeping a Job, Interactive Workplace Skills Video, Educational Activities, Inc. (Video & Teacher's Guide) (**J2222-AV**)

TIME MANAGEMENT

Conquer the Chaos: The Best Ideas in Time Management, Briefings Publishing Group (Video & Viewer's Idea Guide) (**J2215-AV**)

Get Organized—and Stay Organized: The 7-Day Plan for Putting Your Work Life in Order, Briefings Publishing Group (Video & Viewer's Idea Guide) (**J2216-AV**)

WORKFORCE INVESTMENT ACT

Workforce Investment Act "Greatest Hits" 2003, Bowes Ltd., LLC (CD-ROM) (**J2217-CD**)

INTERVIEWING SKILLS

Who Would You Hire?, CW Publications (Video & Instructor's Guide) (**J2219-AV**)

NON TRADITIONAL EMPLOYMENT FOR WOMEN

Women CAN Build California, Opportunities for Women in the Building and Construction Trades, Building California Construction Careers & Tradeswomen, Inc. (**J2223-AV**)

DECEMBER 2002

Monday	Tuesday	Wednesday	Thursday	Friday
2	3	4	5	6
<div>2002 CalWORKs Partnerships Conference San Diego- www.calworkforce.org/Calendar.tpl</div>				<div>Retention=Success Roseville- (916) 227-0377</div>
9	10	11	12	13
	<div>Out-of-School Youth "Got the WIA Hook-Up" Santa Rosa- (707) 565-5578</div>	<div>"That's Not My Job" El Centro- (760) 353-5050</div> <div>Retention=Success Oakland- (510) 839-3766</div>	<div>WIA Performance Management-Youth Santa Ana-(714) 565-2611</div> <div>Presentation Skills El Centro-(760) 353-5050</div> <div>Youth Service Strategies Hanford-(559) 589-7026</div> <div>Retention=Success Stockton-(209) 468-3603</div>	
16	17	18	19	20
	<div>Retention=Success Orange County- (714) 567-7520</div>			
23	24	25	26	27
30	31			

*Training in shaded boxes conducted by the Capacity Building Unit - www.edd.ca.gov/wiacal.htm

INFORMATION EXCHANGE

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THE EMPLOYMENT TRAINING NETWORK *Resources for Workforce Investment Act (WIA) Programs*

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The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Workforce Investment Act (WIA) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety of areas. Local Workforce Investment Area (LWIA) staff may benefit from the following services:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to LWIA staff members or contractors operating LWIA programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **WIA funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

EDD is an equal opportunity employer/program.